



United States
Environmental Protection Agency

Air and Radiation
6202J

EPA
Spring 2000

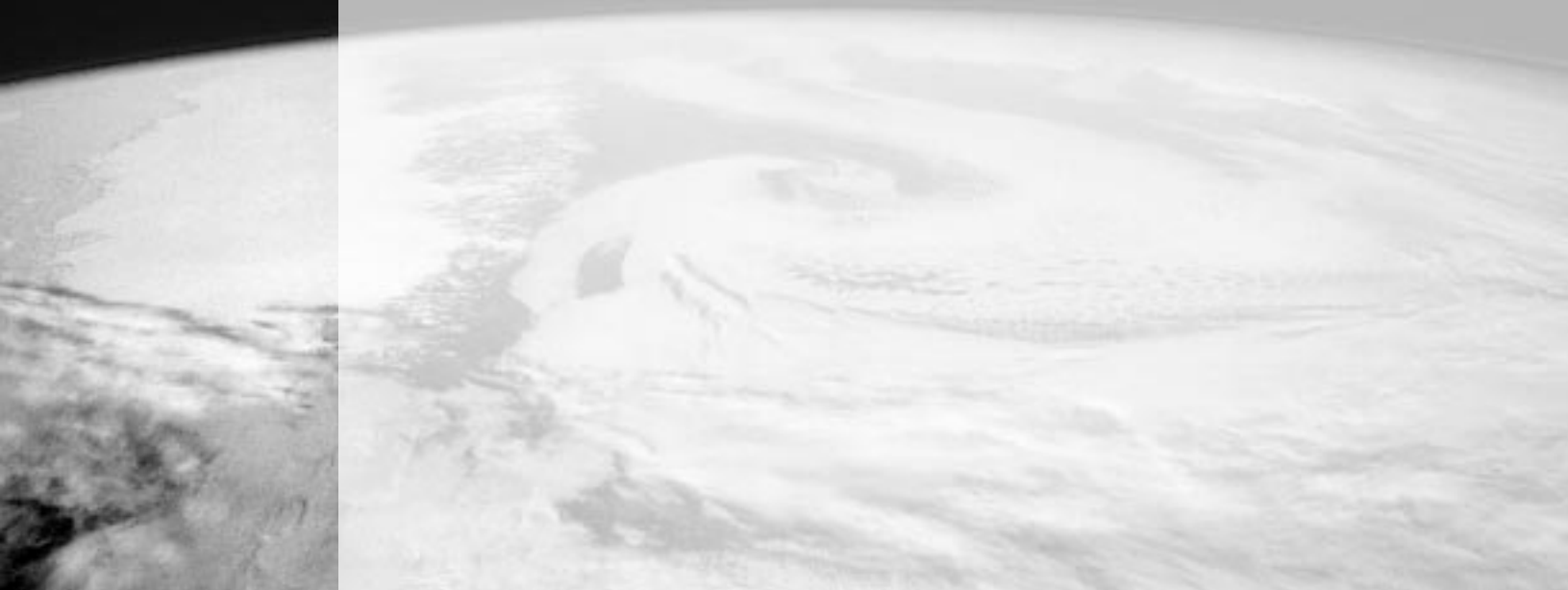


ENERGY STAR BUILDINGSSM AND GREEN LIGHTS[®]

Update

Earth Day 2000

ENERGY STAR promotes energy efficiency to commemorate Earth Day 2000.





CONTENTS

2 Earth Day 2000

4 Our Brightest

6 Money Guide

8 Special
Supplement:
Retail Partners
Benefiting from
Benchmarking

12 STAR News

14 Energy &
Environment
Almanac

15 ESP Aim

16 Resources

EARTH DAY 2000:

Energizing a New Era in Environmentalism

April 22, 2000 marked the 30th anniversary of Earth Day, a day dedicated to environmental activism and stewardship. Almost every country around the world participated in activities to commemorate Earth Day — 500 million people on all continents and in more than 160 nations. The driving force behind this worldwide coordination was Earth Day Network, the non-profit organizing group that attracted 3,200 worldwide organizations to join the Earth Day bandwagon. Earth Day Network and these affiliates used grassroots and electronic networking to organize events, plan strategies, and share solutions that centered on their campaign theme of “Clean Energy Now,” generating awareness about global warming and climate change.

Global warming and climate change have become critical issues as scientists have found evidence that human activities, such as burning fossil fuels to create energy, are making our planet warmer. The goal of Earth Day Network’s “Clean Energy Now” campaign was to increase public awareness that the use of alternative fuels and the switch to more energy-efficient products and policies substantially reduce the emissions of greenhouse gasses into the atmosphere that lead to global warming. Earth Day Network’s “Clean Energy Agenda” outlined common-sense ways to mobilize American ingenuity and resources for a rapid transition to renewable energy sources and energy-efficient measures. Adopting this agenda would help the United States lead the world into a sustainable energy future.

Earth Day was commemorated in dozens of cities across the country,

from San Francisco to South Portland, Maine. EarthFair 2000, an all-day celebration on the Mall in Washington, DC was one of the largest public environmental events in the world. EarthFair 2000 featured a solar-powered stage with international entertainment, five themed exhibit areas, a children’s area with hands-on activities, a clean-fuel vehicle parade, a recycling center, and hundreds of exhibits powered by clean energy.

The Environmental Protection Agency (EPA) hosted an exhibit to promote ENERGY STAR® and the benefits of energy efficiency. EPA’s “house” exhibit showcased the variety of ENERGY STAR-labeled products available to consumers and offered information on how ENERGY STAR-labeled products can save energy, reduce utility bills, prevent pollution, and protect the environment.

“Using the house exhibit to prominently display ENERGY STAR-labeled products was a great way to get the ENERGY STAR message out to the public,” said Betsy Agle, ENERGY STAR Special Projects Manager. “Earth Day 2000 gave us the opportunity to personally encourage people to look for ENERGY STAR for their homes.”

Visitors of all ages learned about ENERGY STAR through several giveaway items, including an ENERGY STAR Earth Day 2000 poster, ENERGY STAR puzzle rulers, temporary tattoos and “Saving With ENERGY STAR” brochures.



EARTH DAY 2000 ACTIVITIES: ALLIANT ENERGY

Engaging Employees in Lasting Environmental Protection

When the members of the environmental team at Alliant Energy sat down to discuss ideas for celebrating Earth Day 2000, two important themes emerged: “employee involvement” and “lasting impact.”

“We wanted our Earth Day celebration to be much more than a one-day event,” said Heidi Rahn, an environmental staff consultant with Alliant Energy. “Our goal with the Earth Year 2000 initiative is to increase employee and customer involvement in environmental issues in an ongoing capacity. By embedding our environmental commitment into our everyday jobs, we create better value for our customers and neighbors, as well as, our shareowners.”

To make these themes a reality, Alliant Energy began the new year with an ambitious Earth Year 2000 initiative to promote and recognize environmentalism among its employees throughout the year. Earth Year 2000 activities included:

Environmental Luncheons

Alliant Energy sponsors brown bag luncheons to inform employees about new and ongoing environmental initiatives and offer tips and guidance about how to become active environmental citizens at home and in the community. At a recent brown bag on composting, presenters gave away a worm bin and educational materials on composting. This summer, Alliant Energy will tackle the topic of energy efficiency by comparing and learning from the steps their customers and employees are taking in their homes and businesses.

Stewards of Nature

Alliant Energy's environmental volunteer group, Stewards of Nature, sponsors seminars, field trips and other events where employees, their families, and friends work together for the betterment of the environment. Recent activities include a highway litter clean-up event and a restoration day at Riverland Conservancy, the

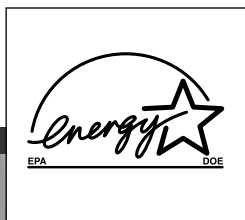
Alliant Energy-sponsored land trust. Employees also planted prairie seed at the Indian Creek Nature Center, where an employee brought her son's Cub Scout troop out to disperse seeds to satisfy part of the requirement for earning their Conservation patches. On Alliant Energy's Intranet Web site, employees can now find a list of environmental groups active in its service territory.

Outstanding Environmental Citizen Award

Alliant Energy honored 14 employees as Outstanding Environmental Citizens for their community efforts in environmental protection. Nominated by family, friends, spouses, environmental groups and coworkers for activities at home, at work or in the community, Alliant Energy's environmental champions were recognized with a certificate and a commemorative coffee table book of photographs taken around the world on January 1, 2000.

“The Outstanding Environmental Citizen Award has been the most successful part of our Earth Year initiative so far,” said Joe Shefchek, Corporate Environmental Officer for Alliant Energy. “We found that some of our employees are leading environmental activities in their communities, while others are helping local families build energy-efficient homes. Through the nomination and award process, employees have learned about what their colleagues are doing to protect the environment, and we're helping spread interest in environmental volunteerism.”

Alliant Energy is an ENERGY STAR Energy Service Provider with operations in Illinois, Iowa, Minnesota, and Wisconsin. For more information about Alliant Energy's Earth Year 2000 activities, visit its Web site at www.alliantenergy.com/yourenergy/environment/earthday2k.php3 or contact Heidi Rahn at heidirahn@alliant-energy.com.



KINGSTON SCHOOL DISTRICT

Implementing Energy Efficiency

Kingston School District, located about two hours north of New York City, is a medium-sized district serving approximately 8,000 students. The school district owns 14 schools, two warehouses, and one administration building. Kingston boasts one of the first aggressive energy management systems in the state of New York. Guided by Superintendent Arthur Steller, Kingston School District has demonstrated leadership in and commitment to energy efficiency within the public school system. "It is critical for the future that we direct more attention to energy conservation in order to improve our economy and improve our environment," Steller said.

The lighting, heating, and ventilation systems of many Kingston School District's structures were in need of major upgrades. Additionally, the utility costs associated with the day-to-day operations of the buildings were high due largely to the inefficiencies of older equipment. Already burdened with high taxes, the school

"It is critical for the future that we direct more attention to energy conservation in order to improve our economy and improve our environment."

– Arthur Steller,
Kingston School
District Superintendent

and \$50,000 from New York State Energy Research and Development Authority to develop a comprehensive energy-efficiency strategy.

district could not afford a major renovation program on its annual budget. With the help of State Senator William Larkin, Kingston School District obtained a one million dollar grant from the Petroleum OverCharge Res-titification Fund

Kingston School District developed a two-pronged approach—an energy education program followed by energy-efficient equipment upgrades. The energy education program primarily is targeted toward personnel working in the buildings and focuses on simple behaviors to reduce energy use, such as turning off lights and reducing heat during unoccupied periods. Bob Cunningham, the energy manager of the Kingston School District, estimates that the education program will yield a 25 percent energy cost avoidance without changing the mechanical systems. He added, "It makes people feel good to know they're saving money and energy by doing their job better."

When completed, the upgrades will include new lighting systems to brighten 2.1 million square feet, three buildings with new energy-efficient windows, and four boiler rooms at a total cost of \$6.9 million. Cumulatively, these upgrades will decrease the district's energy use by 40 percent, yielding energy savings of \$325,000 annually. One third of these savings will be used for energy management costs, another third will go toward education, and the remainder will be returned to the citizens of Kingston in the form of tax reductions.

Kingston School District's aggressive energy-efficiency plan will benefit all involved. Children and faculty benefit from an improved learning environment created by better-lit and more comfortable buildings. Citizens of Kingston will enjoy a tax reduction made possible by reduced energy bills, and the environment benefits from the reduction in the pollution generated by the burning of fossil fuels.

AMTECH LIGHTING

Promoting Environmental Leadership

An industry leader and pioneer in energy-efficient technologies, Amtech Lighting has helped its clients implement lighting upgrades that have resulted in energy savings of more than \$7.9 million and air pollution reductions of 227 million pounds of carbon dioxide. A long-time advocate of the Green Lights Partnership and an ENERGY STAR Buildings Energy Service Provider, Amtech Lighting was named the Green Lights Ally of the Year in 1999 and received an Honorable Mention in EPA's 1998 Ally Challenge initiative.

To celebrate its 1999 Green Lights Ally of the Year Award, Amtech Lighting enlisted EPA's help to produce a brochure highlighting its environmental stewardship and the variety of services the company provides.

The four-color, tri-fold brochure promotes Amtech Lighting's commitment to the ENERGY STAR Buildings and Green Lights Partnership. Said Ron Gilcrease, President of Amtech Lighting, "Amtech has been actively promoting the benefits of quality energy-efficient lighting since 1957 and continues to be committed to providing proactive lighting solutions while protecting our environment."

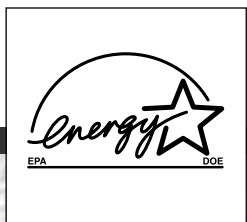
The brochure serves multiple purposes for the company. Amtech Lighting is distributing the brochure at trade shows, national conferences, sales presentations, sales calls, and in proposal packages. Amtech Lighting also includes the brochure in information packages encouraging customers to become ENERGY STAR Buildings Partners. Additional audiences include other industry professionals, retailers,

financial institutions, industrial facilities, engineers of high-rise buildings, and property management companies.

Amtech Lighting has received very positive feedback about the brochure from its sales team and clients. The sales team at Amtech Lighting noted that the brochure effectively recognizes their efforts to help organizations lower their energy bills and protect the environment. The brochure is a good source of information for new customers and potential clients.

Amtech Lighting printed 5,000 copies of the brochure and is currently distributing them nationwide. For more information about Amtech Lighting, visit EPA's Energy Services and Products Directory at www.epa.gov/asap and click on Award Winner, and then Ally of the Year.





UPPER MANAGEMENT BUY-IN

Facilitating Energy-Efficient Upgrades

A well-functioning facility is something building occupants often take for granted, at least until a lamp burns out or the HVAC system breaks down in the middle of summer. Facility managers, responsible for ensuring that their facilities operate smoothly and efficiently on a daily basis, have a deep-seated interest in choosing energy-management strategies that help them conduct their responsibilities most effectively. Across the country, facility managers have discovered that energy-efficient building technologies help them maintain high-performance buildings that not only maximize occupant comfort, but also minimize energy and maintenance costs.

Energy efficiency represents an excellent investment opportunity for organizations to save money and prevent pollution. The challenge many facility and energy managers face today is educating upper management about the benefits of energy-efficient upgrades. Obtaining upper management buy-in is necessary to secure funding for upgrade projects, and over the long term, engaging upper management is key to making energy management a priority within the organization. The following steps can provide insights in gaining the interest of upper management for energy-efficiency projects.

Brief Upper Management on Your Facilities' Energy Use

Upper managers may not be familiar with your organization's facilities and their energy demands, nor with the technologies that can make them more efficient. Give upper managers a "short course" on facility operation. Explain how energy-efficient upgrades and better-managed operations lower operating costs and prevent potential

facility crises. Building upgrades can also have far-reaching benefits, as energy-efficiency measures in a building often translate into increased efficiencies in overall operations.

Suggest Labeling Your Buildings

One new opportunity to explore is the ENERGY STAR Label for Buildings, which allows organizations to benchmark their buildings' energy performances. Establishing a baseline for a building's energy performance can help an organization:

- Determine how efficient its building is compared with similar buildings.
- Set targets for increased efficiency.
- Use a building's energy performance results to influence business transactions.
- Gain recognition for success.

If a building ranks 75 or greater (on a scale of 0 to 100), then it qualifies for the ENERGY STAR Label for Buildings.

For more information on benchmarking your facilities or how to obtain the Label, consult the ENERGY STAR Label for Buildings Web site at www.epa.gov/buildings/label. Also, read the Updated Label for Buildings Web site article on page 12 in this issue.

Introduce Energy Efficiency as an Investment

"Talk the talk" of upper managers: profits. While facility managers are responsible for maintaining smooth building operations, upper managers typically are focused on how to make the organization more profitable. It is helpful to emphasize that energy-efficient upgrades offer attractive financial benefits. In discussing energy efficiency



with upper managers, help them equate facility investments with profits by discussing some of the following concepts:

Return on Investment: Present energy-efficiency upgrades as a profit center. Once an organization achieves the return on its investment, which comes from reduced utility bills, the additional savings represent pure profit.

Decreased Risk & Increased Stock Price: Stockholders who invest in a company want to feel comfortable with its financial situation and future value. A study published in the *Journal of Investing* demonstrated a positive relationship between the environmental sensitivity and stock price of a company.¹ Using real-world data from 300 of the largest public companies in the United States, the study found that corporate environmental activities, beyond strict regulation compliance, could improve the market value of a firm.

Building Asset Value: Property and facilities are financial assets of an organization. Upgrading buildings with energy-efficient technologies maximizes their asset value.

Productivity: An energy-efficient building offers increased output and comfort and improves worker productivity. When employees complete their work efficiently, an organization can offer a better value to its clients and become more competitive.

Public Image: Make the connection between saving energy and preventing pollution. Environmental performance is important to an organization's public image. Capitalizing on this positive public relations opportunity yields both internal and external value.

Communicating an organization's energy-efficiency commitment internally sends a positive message to employees, who will in turn feel even better about working for the organization. Publicizing environmental efforts externally shows peers and competi-

tors that the organization is a leader in its field. Proactive environmental actions also may translate into an improved market value for the products and/or services your organization provides.

Promote Your Participation in ENERGY STAR Buildings and Green Lights

When discussing energy efficiency with upper management, brief them about the organization's participation in EPA's voluntary ENERGY STAR Buildings and Green Lights Partnership. Explain how the Partnership works and offer to share information about the experiences other organizations have had in planning, implementing, and evaluating energy-efficient building upgrades.

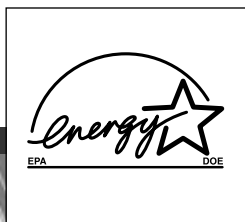
Share Energy-Management Milestones

Most importantly, keep upper management informed. Share the results of upgrade investments — the savings achieved and pollution prevented — and ensure that a facility's representative attends senior management meetings to address current energy-management projects. Once upper managers are involved in the planning process, it is crucial to keep them informed so that energy management remains a priority for the organization.

The benefits of energy efficiency will continue long after an organization sees the return on its investment. Keeping upper management, employees, shareholders, and the community informed of the organization's achievements will help ensure maximization of financial, organizational, and environmental benefits of energy-efficiency projects.

¹ Stanley Feldman, Peter A. Soyka, and Paul Ameer, "Does Improving a Firm's Environmental Management System and Environmental Performance Result in a Higher Stock Price?" *Journal of Investing* (Winter 1997), pp. 87–97.





RETAIL PARTNERS

Benefiting from Benchmarking

Retail is a competitive industry and staying on top is a priority for those in the sector. To have a competitive advantage, retail industry leaders constantly evaluate their overall performance to improve financially. One way retailers monitor the financial health of their companies is by benchmarking their energy use.

Energy benchmarking is the process of comparing one location's energy performance against another. The comparison can be internal, or against a set of industry standards. Energy benchmarking is valuable because it provides organizations with information on their buildings' performance, offers significant documentation for increased energy-efficiency funding, and helps the process of reviewing plans for new construction.

Benchmarking is effective because it compares similar stores from various climate zones and normalizes for weather conditions. Simple energy-cost comparisons to rank efficiency fall short because they cannot track weather variations or account for various utility rates. Recognizing the amount of energy other retailers typically use per square foot of store space can provide a comparison by which an organization can assess its operational efficiency. Moreover, savings of just a few cents per square foot can easily translate into significant annual savings and help keep a company competitive.

Although the "lowest first cost" theory can sometimes dominate the store-construction process, benchmarking data can help persuade organizations to build stores with the complete life-cycle cost in mind. The lessons learned from using different equipment types can be tracked and these past

experiences can help determine the total value of building energy efficiency into new stores.

Whether comparing one store, or an entire region, to another, the value of benchmarking an organization's energy efficiency resides in increasing competitiveness. Benchmarking can assist in providing data to recognize the stores and individuals responsible for contributing positively to an organization's bottom line.

While the value of benchmarking is clear, it is often difficult for organizations to obtain information that allows them to benchmark their every use. The ENERGY STAR Buildings Partnership can provide energy data for various retail stores that can be used for benchmarking. Contact your Account Manager or call the ENERGY STAR Buildings Hotline at 1-888-STAR YES.

ENERGY STAR Label to be Available for Retailers

EPA will soon be expanding the ENERGY STAR Label for Buildings to include retail spaces. To qualify, a store must be in the top 25 percent of all similar spaces. Stores that qualify will receive a bronze plaque as recognition of their efficiency.



Organizations can qualify for the label by benchmarking a specific store's energy use online at

www.epa.gov/buildings/label. This site also contains a Registry where organizations who qualify for the label can display case studies documenting the technologies used in

their stores and other non-technical measures they have taken to control energy consumption. The ENERGY STAR Benchmarking Web site also normalizes for weather conditions, thereby enabling retailers to accurately compare stores in multiple climate zones.

In addition to earning the "Mark of Excellence in Energy Performance," those who qualify for the label also serve as performance targets for similar locations and competitors. The Benchmarking Tool will be available by late summer 2000. Retailers are encouraged to use this tool to benchmark energy performance against industry standards.

For more information on the ENERGY STAR Label for Buildings, visit the Web site at www.epa.gov/buildings/label.

The Energy Manager's Perspective

Across the nation, retail energy managers are doing their part to reduce energy costs at their respective companies. Below, some industry leaders share their experiences in implementing energy-efficiency upgrades.

Taking a Balanced Approach: CVS

Although he only joined CVS six months ago, Richard Andelman, Energy Manager at CVS, has already developed a balanced approach to managing energy by focusing on both new construction and existing stores. CVS will open almost 400 stores this year, and Andelman is pushing the energy-efficiency envelope by constantly reviewing state-of-the art technologies to include in their new store designs. While many organizations are often reluctant to test new technologies, Andelman evaluates them right away by using computer modeling. "If we waited to see what new technologies other organizations endorsed before moving forward, then they would no longer be cutting edge by the time we installed them in all the applicable stores," states Andelman.

Andelman also uses computer modeling to validate assumptions on how well various technologies perform financially and to further justify his plans to CVS's senior management. "Computer modeling, rather than back-of-the-envelope or spreadsheet modeling, gives you the confidence you need in

CVS



Richard Andelman, Energy Manager at CVS, brought his experience as Energy Manager at BJ's Wholesale Club when he joined Rhode Island-based CVS in 1999.

Successful Benchmarking Tips

The key to benchmarking is to track the amount of energy stores consume. The following suggestions can help in the benchmarking process:

- Gauge energy intensity by obtaining at least a year's worth of store data.
- Know the average kilowatt-hour per square foot that stores consume annually.
- Know the store's operating hours, light levels, and footcandle (fc) levels.
- Compare stores from within the same climate zones.
- Track gas usage.



certain technologies to install them in hundreds of new stores," Andelman stated.

CVS operates 4,200 stores nationwide, and Andelman uses comprehensive store data to identify which stores could potentially benefit the most from upgrades. By summer 2000, he expects to have at least 18 months of reliable data for all his stores, and he will be well positioned to retrofit highly consumptive stores with the cutting-edge technologies already being used in new stores. Rebates and incentives in the Northeast will further enhance the value of CVS's upgrade projects.

One of the challenges Andelman faces this year is creating a corporate-wide awareness for energy efficiency. Many of the decisions CVS's 97,000 employees make on a daily basis affect the amount of energy used in the stores, and in turn, affect CVS's bottom line. Andelman will be launching several initiatives to communicate this message to employees and educate them on ways to make wise decisions regarding energy use in the stores.



Kapp Japhet has been managing energy for H-E-B, the San Antonio-based, 270-store grocery chain, for the past 12 years.

Using Aggregation to Enhance System Performance

Kapp Japhet, *Energy User News'* Energy Manager of the Year and recipient of the Edison Electric Institute's first annual Technology & Innovation award, is renowned for staying on the forefront of cutting-edge technologies. Most recently, Japhet, H-E-B Grocery Energy Manager, implemented the use of thermography to identify areas of temperature differential in stores and developed a prototype lighting fixture for walk-in freezer applications that uses induction lighting. Japhet has also excelled at reducing energy costs by building corporate energy awareness and taking an aggregate approach to energy upgrades.

While many organizations decline to implement upgrade projects that yield longer than a traditional payback, Japhet combines short-term payback projects with those of a longer duration in order to upgrade entire systems, not just individual equipment. "Taking advantage of interactions among various technologies dramatically increases the long-term energy performance of the store and gives us a package that meets the corporate rigors," said Japhet. He has applied this innovative approach of combining short-term and long-term paybacks to H-E-B stores, as well as to distribution centers and manufacturing plants.

Japhet involves senior decision-makers in energy management at H-E-B by supplying them with monthly reports on energy use per square foot in its stores and reports that compare energy use with store sales. He also has established training programs to create awareness about the latest technologies. "Our executives understand how energy can affect our bottom line and they are committed to running the most efficient stores possible. That helps make my job easier," Japhet concluded.

Capitalizing on In-House Expertise

Unlike many retailers, Kmart's stores often stay under the company's control for 25 years or longer. This long store-life provides Kmart with many profitable retrofit opportunities beyond lighting projects. "We're upgrading HVAC units and control systems in stores as well as replacing T-12 lamps and magnetic ballasts with T-8's and electronic ballasts. In high energy cost locations, we are installing a 3-lamp T-8 fixture that saves an additional 20 percent in energy costs," said Casey Sobczak, Chief of Electrical Engineering. The Energy and Technology Team analyzes

the potential financial performance of upgrade projects and evaluates them against other projects competing for available capital.

As with many other retailers, Kmart focuses heavily on new store design. Although Kmart's stores have historically demonstrated staying power, Kmart's store design constantly changes to meet the needs of a competitive marketplace. "Change is occurring so fast, we can't predict how we will design stores in the next five years," reported Sobczak. Kmart's in-house engineering department has taken advantage of the company's flexible store design policy by evaluating, and in some cases installing, cutting-edge technologies, such as fuel cells, desiccants, photovoltaics, glycol systems, heat pumps, induction lighting, and gas generators to shave peak loads.

Although an increasing number of retailers have been outsourcing supply-side services, Kmart does all of its supply-side evaluation in-house. In Pennsylvania, the company has saved upwards of 15 percent in the deregulated market, and the Energy and Technology Team credits the savings to the load profiling information they receive from their energy-management systems. "We were a smarter shopper because we knew our loads," said Sobczak. Due in part to this success, Kmart plans to negotiate pricing in other states as deregulation continues to become available.



Casey Sobczak co-captains with John Duke on Kmart's Energy and Technology Team, which makes all energy-related recommendations for Kmart's 2,100 stores.

POINTS OF VIEW: NEW ENERGY STAR BUILDINGS *UPDATE* FEATURE

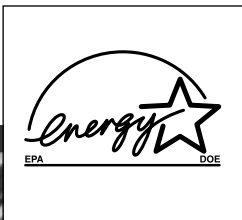
Having Your Say

The *Update* serves as the ENERGY STAR Buildings and Green Lights quarterly newsletter to share information about Partner and Ally accomplishments and new Partnership developments. The activities and opinions of our participants are fundamental to the success of the Partnership and key to making the *Update* a useful and effective publication.

We recognize the significance of your contribution and would like the *Update* to be your vehicle for channeling ideas, opinions, and expertise in the area of energy efficiency. Through the latest feature addition of the *Update*, "Points of View," Partners and Energy Service Providers are invited to state their opinions, share lessons learned, and inform others of the tactics and strategies that drive their successes.

Starting with this issue, EPA is now accepting opinion editorial (op-ed) articles as well as those that you have previously written. Articles should be between 250 and 500 words. Each issue of the *Update* will feature one "Points of View" article. The remaining articles submitted will be kept on file and considered for use in future issues.

Do not miss out on this great opportunity to share your insights with other organizations interested in issues related to energy and energy efficiency. Those interested in submitting materials for the "Points of View" column should send e-mail articles in text format to update@icfconsulting.com or mail them to Sidoney Samuels, ICF Consulting 1850 K Street, NW Suite 1000, Washington DC 20006. Thank you in advance for your valuable contribution.



UPDATED LABEL FOR BUILDINGS WEB SITE

Having Valuable Information at your Fingertips

In November 1999, EPA began updating and streamlining the ENERGY STAR Label for Buildings Web site. The revised site is more user-friendly; allowing users to navigate more quickly and easily.

The new "Introduction" page itemizes the site's resources, providing hotlinks and brief descriptions of the site's key features, including the Benchmarking Tool, the Statement of Energy Performance, and instructions on how to apply for the ENERGY STAR Label for Buildings. New features on the site include:

Target Finder. Helps first-time users become familiar with the inputs and results generated by the Benchmarking Tool. Target Finder is a downloadable spreadsheet program that estimates the energy performance and cost over a range of ENERGY STAR benchmarking scores. Target Finder should be your first stop if you are a first-time user or if the concept of energy performance benchmarking is new to you.

Most Efficient Buildings. Lists all the buildings around the country that have obtained the

ENERGY STAR Label. The Registry of ENERGY STAR Buildings is the official listing of buildings that have qualified for the ENERGY STAR Label and it includes informative building profiles, photographs, and statistics that could be useful in analyzing your own building.

Supporting Documents. Provides links to documents that offer further explanations of various aspects of the Benchmarking Tool and the ENERGY STAR Label for Buildings, including information on how weather is normalized in the Benchmarking Tool and what building professionals need to know when evaluating nominated buildings.

The revised Label for Buildings site also includes an updated "Newsroom" section featuring insights from news and trade media. In addition to articles about labeled buildings, you can also find and download a video clip from a recent CNN story about the ENERGY STAR Label for Buildings Partnership. Visit the ENERGY STAR Label for Buildings Web site at www.epa.gov/buildings/label.

UPDATE'S SPECIAL SUPPLEMENT

ENERGY STAR Partner and Ally of the Year Winners

On March 21, 2000, EPA and DOE held its annual ENERGY STAR Awards Ceremony. In the next issue, the *Update* celebrates the achievements of ENERGY STAR Buildings and Green Lights Partner and Ally of the Year winners and honorable mentions.

Every year, EPA and DOE recognize exceptional organizations nationwide that strive toward the common goal of protecting the environment through their partnership with

ENERGY STAR. Recipients of the 2000 ENERGY STAR Awards were selected based on their significant efforts to reduce energy use through investments in comprehensive energy-efficiency upgrades. So keep an eye out for the *Update's* Special Partner and Ally of the Year Supplement and see how organizations, like yours, have achieved leadership in energy efficiency.

ENERGY STAR PURCHASING WEB SITE

Purchasing Made Easier Online

Launched in July 1999 and updated regularly, the ENERGY STAR Purchasing Web site has been designed to make it as quick and easy as possible for your organization or government to purchase energy-efficient products.

The site's approach to identifying and purchasing energy-efficient products is based on the recently developed ENERGY STAR Purchasing Tool Kit and includes the following tools and information useful for large-volume purchasers:

Product Information. Specifications and sample procurement language for more than 40 products that can be used in Request for Proposals (RFPs) or bids to ensure the purchase of energy-efficient products. Information on new products such as home audio/DVD and compact fluorescent lamps is also available.

Simple Savings Calculators. Tools to compare the lifetime energy and maintenance

costs of conventional and ENERGY STAR-labeled products.

Communication Tools. Examples and templates for purchasers to use to share information with their employees and community about purchasing decisions and their environmental benefits.

For more information, visit the ENERGY STAR Purchasing Web site at www.energystar.gov and click on the institutional purchasing icon to learn how your organization can save money and energy by purchasing energy-efficient products.



BREAKING NEWS

The First 100 Buildings Earn the ENERGY STAR Label

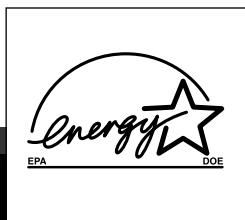
One hundred of the nation's most energy-efficient office buildings received the first ENERGY STAR Label for Buildings from EPA Administrator Carol M. Browner and the U.S. Department of Energy (DOE) on March 28 in New York City.

"The Clinton-Gore Administration believes that a strong economy and a healthy environment go hand-in-hand," Browner said, "and every one of the buildings on (the) list demonstrates that energy efficiency is good for the environment and good for business."

The ceremony, jointly organized by EPA and DOE, and the Real Estate Roundtable, is a collaboration between the federal government

and senior members of the real estate community. Douglas Durst, President of the Durst Organization, hosted the event at his Four Times Square Building, a state-of-the-art, energy-efficient building whose tenants include the NASDAQ stock exchange.

The properties recognized at the event ranged from high-tech towers to historic buildings built during the Depression. The real estate industry's participation in the program brings the overall commercial space covered by ENERGY STAR to 20 billion square feet. To view a listing of the most efficient buildings visit the ENERGY STAR Label for Buildings Web site at www.epa.gov/buildings/label.



GREENHOUSE GAS EMISSIONS REDUCTION

Preparing for the Future

Reducing energy by improving energy efficiency makes good business sense. In the future, tradable greenhouse gas (GHG) emissions reduction credits (ERCs) may become an additional economic incentive to encourage companies to implement energy-efficiency upgrades and retrofits.

A GHG ERC is considered a certified reduction in emissions relative to a pre-established baseline or benchmark. For example, a company's record of annual emissions or the average emissions per square foot is considered a baseline. Companies earn credits for any amount of greenhouse gas emissions that they reduce. Regardless of the baseline used, ERCs could be given to companies that produce verified reductions.

A GHG ERC may become another income source for organizations under emissions trading regime. Credits obtained could be used for compliance purposes or traded with other companies for profit. Moreover, emissions trading will potentially reduce the overall cost companies pay to meet emissions reduction goals. Organizations that are able to reduce emissions cost effectively will do so, whereas those facing higher costs per ton of emissions reduction will have the option to buy credits at market price.

Documenting GHG Emissions and Reductions

To date, there are no legally set rules on how to document and receive credits for GHG emissions reduction. Many companies are following their own initiative and are developing GHG inventories of their practices. The amount of GHG emissions associated with operations may be recorded in the same way a company documents energy use and costs. An inventory of GHG emissions is the first step in understanding emissions sources and identifying opportunities for reduction.

Once a GHG inventory has been developed, opportunities for cost-effective GHG emissions reduction can be identified more readily. Careful accounting of any measures implemented for the purpose of GHG emissions reduction may translate into future credits and future profits.

Evolving International and Domestic Policies

At the international level, the United Nations Framework Convention on Climate Change (UNFCCC), signed by virtually every nation, aims to reduce greenhouse gas emissions globally. Following the goals of this landmark treaty, the Kyoto Protocol sets emissions limits and timetables for compliance for developed nations.

Although the fact that the Kyoto Protocol has yet to be ratified, the United States is committed to encouraging voluntary "no regrets" measures, such as energy efficiency, to reduce GHG emissions. "No regrets" measures are activities that make sense, not only in terms of GHGs, but also in terms of reducing costs or emissions of other pollutants.

While some GHG trades have already taken place, currently there is no domestic or international policy in place that requires GHG emissions reduction or recognizes domestic GHG ERCs. When these policies are adopted to define legally recognized rules, robust market trading is likely to occur.

For more information about green gas emissions reduction visit the Web resources list on page 16.

ENERGY SERVICES AND PRODUCTS

Helping Organizations Find Energy-Efficient Products and Services

ENERGY STAR Buildings makes it easy for Partners to quickly identify companies providing specific products and services needed to save energy and money. Companies that are committed to helping their customers maximize energy efficiency through proven cost-effective upgrade strategies are listed at www.epa.gov/asap.

This directory offers unbiased information on energy services and products providers, including a company description, contact information, e-mail addresses, and links to company Web sites. Use the directory's multifunctional search engine to locate energy service and product providers alphabetically or by region. The directory also can be used to search by specific products or services.

ENERGY STAR Buildings Energy Service Providers (ESPs) include manufacturers, distributors, contractors, energy service companies, utilities, consultants, architects, and financiers.

ESPs offer a wide variety of energy services, including:

- energy audits;
- energy tracking and load profiling;
- facilities management;
- installation;
- maintenance;
- environmental disposal services; and
- power procurement.

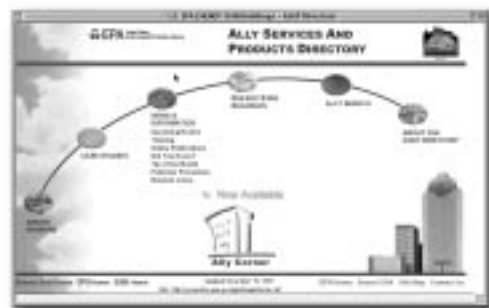
ESPs also provide energy-efficient products, including:

- lighting system components;

- energy management systems;
- windows and insulation; and
- chillers and boilers.

Find out how your organization can benefit from the online directory by visiting www.epa.gov/asap. You can learn more about performance contracts, shared savings, savings guarantees, and other ESP-sponsored financing options.

EPA is interested in continuously improving its service to Partners. Please e-mail comments and questions about the online directory to asapdirectory@epa.gov.



"THE CHALLENGE"

Meeting the Challenge

Building owners and managers across the country are looking for reliable energy service and product providers that can help them implement comprehensive building upgrades. Through "The Challenge," organizations can learn about Energy Service Providers (ESPs) that are successfully applying the ENERGY STAR strategy to help achieve energy-cost reduction and pollution-prevention goals for their customers.

Points for "The Challenge" are awarded for the following activities:

3 Points Submitting an ENERGY STAR Label for Buildings Application

2 Points Benchmarking a Building with the ENERGY STAR Benchmarking Tool

1 Point Recruiting a Partner*

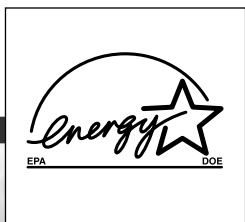
At the end of the year, final standings will be calculated and qualifying ESPs will be recognized in the following categories:

Gold (30 Points)
Silver (20 Points)
Bronze (10 Points)

Winners may be recognized in the ENERGY STAR Buildings and Green Lights *Bulletin*, the *Update*, on ENERGY STAR Web sites, in trade editorials, or in mailings to Partners. In addition, performance in "The Challenge" will also contribute to possible nominations for awards like the Ally of the Year Award for 2001.


"The Challenge" for 2000 is currently underway and will end December 31, 2000. To find out how you can meet the challenge and reap the rewards of environmental and business excellence, email asapdirectory@epa.gov.

**Note: Points are not awarded for recruiting another ESP company.*



The ENERGY STAR Buildings and Green Lights *Update* is a free quarterly publication with a circulation of more than 35,000. Because the *Update* is circulated not only to ENERGY STAR Buildings and Green Lights participants but also interested members of the general public, receipt of this publication is not an indication that your organization is a participant. To add your name to the subscription list or to find out how to join the Partnership, please call the toll-free ENERGY STAR Hotline at 1-888-STAR YES (1-888-782-7937).

The *Update* encourages participants to submit articles of interest and provide input on past and future issues. Although the publication of submissions is not guaranteed, please forward materials and feedback to: *Update* Editor, 401 M Street, SW, (6202J), Washington, DC 20460; or fax to (202) 565-2083; or email to salinas.sol@epamail.epa.gov

 Recycled/Recyclable
Printed with soy-based inks

Online

For additional information about greenhouse gases and greenhouse gas emissions reduction credits, visit these Web sites:

EPA Global Warming Site:
www.epa.gov/globalwarming

Pew Center on
Global Climate Change:
www.pewclimate.org

EMA E-Business Forum:
www.ema.org

Intergovernmental
Panel on Climate Change:
www.ipcc.ch

U.S. Global Change
Research Program:
www.usgcrp.gov

Resources for the Future:
www.rff.org



United States
Environmental Protection Agency
(6202J)
Washington, DC 20460
Official Business
Penalty for Private Use
\$300

BULK RATE

Postage and Fees Paid

EPA

G-35